

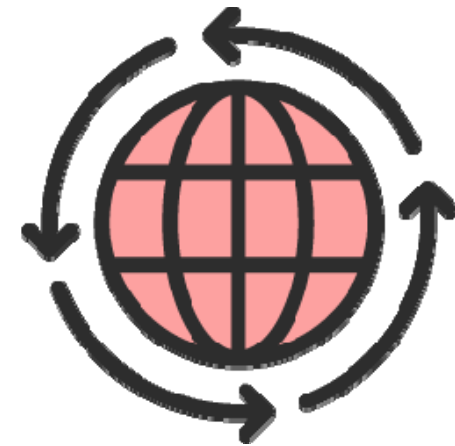
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Grow Your Business



The Top 7 Ways To Increase Online





E-commerce stats you need to know - 2018*

*Source: Big Commerce

- 51% of Americans prefer to shop online
- E-commerce is growing 23% year-over-year
- 46% of American small businesses do not have a website
- 71% of shoppers believe they will get a better deal online than in

**Source: statista.com

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What is the optimal advertising budget for your business in 2018?

7. Chat

- Prospect engagement
 - ZenDesk (Zopim)
 - intercom.io
 - tawk.to
- Automated Engagement
 - <https://landbot.io/>
 - <https://space10-community.github.io/conversational-form/?ref=producthunt>

68% of US online shoppers

engage with live chat features*.



*LiveAgent - ladesk.com





6. User Growth and Engagement

- Contests
- Influencers
- Forums
- Social Media

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WOOBX

Campaigns ▾ Features Pricing

SIGN UP

SIGN IN

————— Create engaging & fun —————

MARKETING CAMPAIGNS

We make creating beautiful contests, giveaways, and other campaigns easy.

TRY WOOBX FOR FREE

CHECK OUT FEATURES





5. Mobile

- Responsive Design
- Mobile UX (User Experience)
- AMP - Accelerated Mobile Protocol

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4. Attribution

“Half the money I spend on advertising is wasted;
the trouble is I don't know which half.”

John Wanamaker

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4. Attribution

- Google Analytics
- Marketing Automation - (Hubspot, ActiveCampaign)

3. Email

<https://www.namm.org/nammu/marketing/6-steps-supercharge-your-email-marketing>

Or, Google NAMM U Peter Malick

2. Trust



75% of consumers are more likely to buy from a retailer that recognizes them by name, recommends options based on past purchases, or knows their purchase history.*

*accenture.com

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1. User Experience

Body Copy Helvetica Neue Light

93% of consumers consider visual appearance to be the key dec

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- ~~Print Advertising~~
- ~~Web Banner Advertising~~
- ~~Sale Mailers~~
- ~~Rented Mailing Lists~~

Make 2018 a year for adventure. Try something new.

Build your business online



Resources:

- Inbound AV <https://InboundAV.com>
- Re-engineering Retail - Doug Stephens
- Retail Dive <https://RetailDive.com>
- Marketing Technology <https://ActiveCampaign.com>
- Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future - Ashlee Vance

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Thank
you!

Inbound Audio Video

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